



SECTION II: Answer any four (04) Questions. All questions carry equal marks.

1.
 - i. Briefly explain the term '**commodity**' (05marks).
 - ii. Describe **five (5)** factors influencing the demand for a commodity (10 Marks).
 - iii. Explain the term '**price elasticity of demand**' and graphically illustrate the three (3) types of elasticity (10 marks).
2.
 - i. Explain the special features of agricultural products (10 marks).
 - ii. Name **three (3)** marketing functions that add value to agricultural products and discuss the benefits of each of the above functions (15 marks).
3.
 - i. Define the term '**food marketing**' (5 marks)
 - ii. Outline **five (05)** components influencing the food marketing system (5 marks).
 - iii. Discuss how you can apply the '**4P**'s to compare the marketing functions in the following retail markets
a. rural periodic markets b. supermarkets. (15 marks).
4. Write short notes on **five (5)** of the following (5 marks each).
 - (i) Complementary goods & substitutes.
 - (ii) Market integration
 - (iii) Facilitative functions in marketing
 - (iv) Product diversification.
 - (v) Marketing efficiency
 - (vi) Market intermediaries
5. *'Market competition is an inevitable element in an open economic system and marketing firms adopt a promotion mix to face this competition'.*

Write an essay on '**Promotional strategies to win competitive markets**' (25 marks).

6. *'Increasing food prices and limited availability of food commodities within the country may severely affect food consumption and nutrition of the population'.*

Comment on the above statement using your knowledge on food marketing and consumption (25 marks).